

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 PM-04 NSC-05 SP-02 SS-15 CU-04 MMO-04

CIAE-00 DODE-00 INR-07 NSAE-00 PA-02 PRS-01 /054 W

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R 080414Z JUL 76

FM AMEMBASSY TOKYO

TO USIA WASHDC

INFO SECSTATE WASHDC 0643

CINCPAC HONOLULU

UNCLAS TOKYO 10259

USIAC

CINCPAC FOR POLAD

E.O. 11652: N/A

SUBJECT: BICENTENNIAL IN JAPAN -- (I) MEDIA TREATMENT

1. IN LIEU OF USUAL BRIEF SUMMARY OF JAPANESE BICENTENNIAL PLANS AND EVENTS IN POST'S "WEEKLY HIGHLIGHTS" REPORT, POST SUBMITS DETAILS OF AMAZING VOLUME OF JAPANESE ACTIVITY AND MEDIA ATTENTION TO AMERICA'S BICENTENNIAL IN PAST WEEK, WHICH IN SUM REPRESENTED MOVING JAPANESE SALUTE TO ITS PRIMARY PARTNER AND ALLY, THIS FIRST REPORT SUMMARIZES ONLY FAST-MEDIA ATTENTION TO U.S.A.'S 200TH BIRTHDAY.

2. TELEVISION:

A. JAPANESE NETWORK TV COVERAGE OF BICENTENNIAL THEME BEGAN AT 0730 JULY 4 WITH HOUR-LONG FUJI-TV "VISION TORONKAI" (TV FORUM) ON THEME "AMERIA, WHERE IS IT GOING?" PANELISTS WERE FORMER AMBASSADOR TO U.S. YASUKAWA TAKESHI, TOKYO UNIVERSITY AMERICOLOGIST HOMMA NAGAYO, ASIA FOUNDATION'S JAPAN REPRESENTATIVE JAMES STEWRT, "TIME" "TIME" CORRESPONDENT WILLAM STEWART AND (AS MODERATOR) KEIO UNIVERSITY FOREIGN APPARIS SPECIALIST KAMIYA FUJI. MIXED JAPANESE AND AMERICAN AUDIENCE OF 81 ON STAGE OFFERED COMMENT ON ISSUES PANELISTS HAD RAISED

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AND, THROUGH PUSH-BUTTON VOTING SYSTEM, VOTED ON QUESTIONS

RE US-JAPAN RELATIONS AND AMERICA'S WORLD ROLE. PANELISTS AND AUDIENCE (BY VOTE OF 69 TO 14) AGREED AT PROGRAM'S END THAT AMERICA WILL SUSTAIN ITS POSITIVE INVOLVEMENT IN WORLD AFFAIRS AND COULD NOT SUBSTANTIALLY REDUCE THAT ROLE EVEN IF IT SO DESIRED.

B. IN 0900-0930 TIME SLOT, CHANNEL 12 (TOKYO AREA ONLY) DOCUMENTARY REVIEWED HOW JAPANESE IMAGES OF AMERICA HAVE CHANGED OVER PAST 100 YEARS.

C. 0930-1000, CHANNEL 10 FEATURED CULTURAL DISCUSSION ON US-JAPAN RELATIONS BETWEEN POPULAR JAPANESE NOVELIST/WRITER KAIKO KEN AND COLUMBIA UNIV. LITERATURE PROFESSOR DONALD KEENE.

D. 1000-1030, CHANNEL 10'S SUPERBLY PRODUCED "NAMELESS CONCERT" MC'ED BY COMPOSER/CRITIC MAYUZUMI FEATURED JAPANESE ORCHESTRA AND U.S. ARMY BAND PERFORMING MUSIC BY CHARLES IVES AND HISTORICAL MARCHES WHILE REAR-PROJECTION SCREEN FULL WIDTH OF STAGE FLASHED SLIDES ON AMERICA AND AMERICANS. FINAL WAS "STARS AND STRIPES FOREVER" BY BOTH ENSEMBLES, WITH 1776 FLAG COVERING REAR SCREEN AND U.S. ARMY SEVEN-MAN COLOR GUARD IN COLONIAL UNIFORMS.

E. 1100-1130, CHANNEL 10 NETWORK AGAIN PICKED UP BICENTENNIAL MOTIF WITH WELL-DONE "AMERICA'S HEART SINGS IN SOUTH," ON BLACK MUSIC AND COUNTRY AND WESTERN MUSIC.

F. 1135-1200, MASSIVE NHK-TV NETWORK CAME ON WITH EXCELLENT VISUALS AND COMMENTARY ON "DAY AMERICA WAS BORN" BY TOKYO WOMEN'S UNIVERSITY AMERICOLOGIST SARUYA, FOCUSING ON JEFFERSON AND ORIGINS OF AMERICAN REVOLUTION.

G. 1230-1430, CHANNEL 12 TELECAST SIXTH OF SEVEN-GAME US-JAPAN COLLEGIATE BASEBALL SERIES. NHK-TV ALSO COVERED GAME 1300-1430. JAPANESE WON THIS GAME, BUT IN SERIES AMERICAN TEAM TOOK FIVE OF SEVEN.

H. 2230-2330, NHK EDUCATIONAL TV NETWORK'S "AMERICAN WITHIN ME" PROGRAM CONSISTED OF SERIES OF INTERVIEWS WITH JAPANESE UNCLASSIFIED

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FROM ALL WALKS SAYING WHAT AMERICA MEANS TO THEM AND WHAT THEIR IMAGES OF AMERICA ARE. ALMOST ALL OF COMMENT WAS FAVORABLE.

I. 2345-0030, CHANNEL 4 CARRIED DOCUMENTARY ON "JAPANESE-AMERICANS TODAY." ALMOST ENTIRELY INTERVIEWS IN U.S. WITH FIRST- AND SECOND-GENERATION JAPANESE-AMERICANS. MOST OF

COMMENTS WERE POSITIVE ABOUT THEIR PLACE IN U.S.A. NOW, WITH  
SUBDUED TREATMENT OF WWII INTERNMENT CAMP EXPERIENCE.

J. 2330-0200, CHANNEL 6 (TBS) DID EXCLUSIVE TELECAST OF  
SATELLITE SHOW FROM NEW YORK, PHILADELPHIA AND WASHINGTON  
COVERING AMERICA'S JULY 4TH FESTIVITIES, PLUS WIDE VARIETY  
OF VIDEOTAPED FEATURES AND ENTERTAINMENT. JAPANESE MAN AND  
WOMAN MC'S JOINED COLUMBIA UNIV, JAPANOLOGIST HERBERT PASSIN  
IN DISCUSSION AND COMMENT ON EVENTS AND JAPAN'S RELATIONS  
THERETO.

K. JULY 5 NEWS AND COMMENTARY PROGRAMS THROUGHOUT DAY  
INCLUDED MANY STORIES AND VIDEOTAPE SEGMENTS ON JULY 4TH  
CELEBRATION IN U.S., INCLUDING MUCH MORNING AND EVENING PRIME  
TIME USE OF SEGMENTS OF IMV'S "SALUTE BY SATELLITE" FEED.  
(REPORTED IN TOKYO 10138) NHK-TV NETWORK 2200-2215HHAD  
INSIGHTFUL COMMENTARY BY CULTURAL CRITIC ETO JUN ON "AMERICA'S  
200 YEARS."

### 3. PRESS

ACROSS JULY 4TH WEEKEND, MAJOR JAPANESE DAILIES' FRONT PAGES AND  
CITY NEWS PAGES PROMINENTLY CARRIED NEWS REPORTS OF BICENTENNIAL  
CELEBRATIONS IN U.S. WITH SPECIAL FOCUS ON "OPERATION SAIL" AND  
PRESIDENT. MAINICHI BEGAN DAILY INSTALLMENTS OF "AMERICA'S 201ST  
YEAR" HAND CONTINUED WEEKLY HALF-PAGE FEATURES IN "MY AMERICA"  
SERIES BY FORMER CORRESPONDENT SEKI. YOMIURI HAD FEATURE ARTICLE  
"AMERICA AND I" BY TOKYO WOMEN'S UNIVERSITY PROFESSOR SARUYA AND  
ANOTHER ON "PARADOXICAL AMERICA" BY TOKYO UNIV. PROFESSOR HOMMA  
NAGAYO, QUARTER-PAGE FEATURE ON "200-YEAR-OLD AMERICA" AND  
TRANSLATION FROM 7/5 "U.S. NEWS AND WORLD REPORT" ON "AMERICA  
ENTERS THIRD CENTURY." SANKEI HAD LONG FEATURE FROM 7/4 "NEWS-  
WEEK" PROFILING PROMINENT AND UNKNOWN AMERICANS. ASAHI HAD  
SIMILAR FEATURES. BOTH ASAHI AND TOKYO SHIMBUN CARRIED HALF-  
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PAGE FEATURES LISTING AND DESCRIBING CURRENTLY AVAILABLE JAPANESE-  
LANGUAGE BOOKS ON AMERICA. TOKYO SHIMBUN'S LIST NUMBERED 36 BOOKS  
(13 TRANSLATIONS, TWO WITH BOTH TRANSLATED AND JAPANESE ORIGINAL  
CONTRIBUTIONS, AND 21 JAPANESE MONOGRAPHS. ALL MAJOR PAPERS  
HAD LONG EDITORIALS ON U.S. BICENTENNIAL.  
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## Message Attributes

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**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
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**Disposition Comment:**  
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**Enclosure:** n/a  
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**Review Authority:** schwenja  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 12 FEB 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <12 FEB 2004 by ThomasVJ>; APPROVED <10 AUG 2004 by schwenja>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** BICENTENNIAL IN JAPAN -- (I) MEDIA TREATMENT  
**TAGS:** SCUL, ETEL, JA  
**To:** USIA  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006